MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022 / 2023 SESSION (TERM ID 2215)

DDM5014 – INTRODUCTION TO DIGITAL MARKETING AND ANALYTICS

(Diploma Students Only)

20th FEBRUARY 2023
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 5 pages with 2 sections only.
2. For Section A, shade your answers on the OMR form provided.
3. For Section B, write your answers in the answer booklet provided.
4. Answer **ALL** questions.

SECTION A: Multiple Choice Questions [20 Marks]

1. Which of the following statements refers to multichannel marketing?
   A. Customer communications and product distribution that are supported by a combination of digital and traditional channels.
   B. A description of modern buying behaviour of Gen Z customers who use different devices such as smartphones and laptops.
   C. Convergence of different intermediaries into one single communication platform.
   D. Strategies used by brands that do not have the right digital elements in place within their marketing communication programmes.

2. To reach and influence potential customers online, many companies invest on different forms of media that are controlled by them, such as website, blogs, and social media presence. These are examples of _____.
   A. paid media
   B. earned media
   C. owned media
   D. partnership media

3. | Increase subscribers to newsletter by 5% within quarter |
   |---|

   Statement 1

   Statement 1 describes the _____ goal of 5S digital marketing.
   A. sizzle
   B. save
   C. speak
   D. serve

4. _____ refers to consumers proactively seeking out information for their needs through search and social media marketing.
   A. Outbound marketing
   B. Inbound marketing
   C. Web marketing
   D. Alliance marketing

5. It is useful for businesses to consider the need for a relevant _____ on a website, so that when the visitors click through to the site, they see a relevant message rather than a home page.
   A. resource page
   B. contact page
   C. landing page
   D. feedback page

Continued...

6. All of the following are the characteristics of micro-environment **EXCEPT** _____.
   A. known as the operating environment
   B. consists of forces that originate from the marketplace that is largely beyond the immediate control of the organisation
   C. focuses on the players that shape the immediate trading environment
   D. digital marketer needs to understand and interpret the players' behaviour correctly

7. _____ is the process of continuously monitoring and analysing events in an organisation's environments that have implications for planning.
   A. Environmental scanning
   B. BCG assessment
   C. Self-analysis report
   D. Internal checking

8. Raymond is trying to personalise a birthday gift for his mother through a company's website. Based on the framework for understanding online customer experiences, the company's website should consider which of the following antecedents to create customer satisfaction?
   A. Perceived risk.
   B. Perceived control.
   C. Skill.
   D. All of the above.

9. Which of the following describes the way a manufacturer or selling organisation configures partners to distribute products and services to its customers?
   A. Levels of selling.
   B. Online channel.
   C. Channel structure.
   D. Hierarchy of distribution.

10.

- Faceted search
- Detailed product info
- User reviews and ratings

The digital marketing techniques above refer to the _____ stage in the customer buying process.
   A. post-purchase evaluation and feedback
   B. aware of product need
   C. supplier search
   D. evaluate and select

Continued...

11. Users interact with online content accessed by devices that run desktop or smartphone-based _____ software, such as Google Chrome, Apple Safari, and Microsoft Edge.
    A. web browser
    B. internet
    C. martech
    D. web server

12. All of the following are examples of potential security risks involved in an e-commerce transaction **EXCEPT** _____.
    A. confidential details or passwords accessed on user's computer
    B. customer's email address acquired through inbound customer-support inquiries
    C. transaction or credit card details taken in transit
    D. customer's details accessed by company staff

13.

> "Weekly mortgage demand flattens, as interest rates climb higher to 7.14%"
> *Source: CNBC, 9 November 2022*

Which of the following forces represent the CNBC news headline above?
    A. Economic.
    B. Political.
    C. Technological.
    D. Legal.

14. Research shows that heavy users of social media can become depressed and over-anxious due to the large amounts of time spent engaging with mobile apps. This example demonstrates the _____ forces.
    A. legal
    B. environmental
    C. competitive
    D. social

15.

- Market structure and demand
- Competitor strategies
- Emerging opportunities and threats

The components above refer to the _____ on an organisation's digital marketing strategy.
    A. external impact
    B. internal constraints
    C. internal challenges
    D. external influences

Continued...

16. _____ refers to the speed at which data are transferred using a particular network.
    A. Application programming indicator
    B. Domain name
    C. Bandwidth
    D. Uniform resource locator

17. _____ refers to ads that are served to people who have previously interacted with a brand, for example through visiting a website, social media profile or searching.
    A. Reapproaching
    B. Scouting
    C. Surveying
    D. Retargeting

18. All of the following are the advantages of email marketing **EXCEPT**_____.
    A. renderability
    B. relatively low cost
    C. faster deployments
    D. options for testing

19. According to the performance measurement process, the _____ stage involves in analysing the results to understand the reasons for variance.
    A. goal setting
    B. performance diagnosis
    C. performance measurement
    D. corrective action

20. In defining the performance metrics framework, channel buyer behaviour _____.
    A. measures the profitability of the website
    B. evaluates the customer's opinion of the service quality on the website
    C. describes which content is visited and the time and duration
    D. assesses why customers visit a site, which adverts they have seen, which sites they have been referred from

(Total: 20 marks)

Continued...

SECTION B: Structured Questions [80 Marks]

QUESTION 1

(a) What is "SOSTAC" stands for? (6 marks)

(b) Explain the implications of Internet on the **SEVEN (7)** Ps of marketing mix. (14 marks)

(Total: 20 marks)

QUESTION 2

(a) Explain **FOUR (4)** customer lifecycle management strategy. Provide example on how digital marketing can incorporate digital technology in each strategy. (12 marks)

(b) Define permission marketing. (2 marks)

(c) State and explain **TWO (2)** types of permission marketing. (4 marks)

(d) Give **ONE (1)** example of artificial intelligence marketing. (2 marks)

(Total: 20 marks)

QUESTION 3

(a) State and explain **FIVE (5)** common approaches online retailers can use to maximise the sales potential for each store visit. (10 marks)

(b) Hayden is planning to kick off a mobile game design project, list any **SIX (6)** team members who should be involved in the project. (6 marks)

(c) Provide **FOUR (4)** types of information should be contained in a digital project timeline. (4 marks)

(Total: 20 marks)

QUESTION 4

(a) Briefly describe the **SIX (6)** steps in managing an online campaign. (12 marks)

(b) List **SIX (6)** digital media channels that digital marketers can adopt. (6 marks)

(c) Give any **TWO (2)** examples of offline promotional techniques. (2 marks)

(Total: 20 marks)

End of Paper